IN THE CLAIMS

The listing of claims will replace all prior versions and listings of claims in the application:

Listing of claims:

10.   (Currently Amended) A system, comprising:

storage means for storing incentive data;

means for selecting incentive data from said storage means depending upon (1) purchase of a first item, (2) a price of said first item, and (3) a price for a second item; and wherein said storage means (1) stores first incentive data defining a first incentive associated with a purchase of a first item and (2) stores second incentive data defining a second incentive for purchase of said first item, and said means for selecting selects said first incentive data or said second incentive data, depending upon said price of said first item and said price of said second item.

11.   (Previously Presented)   A system according to claim 10 further comprising means for providing an incentive based upon the selected incentive data to a purchaser of the first item.

12.   (Previously Presented)   The system according to claim 10, further comprising a printer for printing an incentive based upon the selected incentive data.

13.   (Previously Presented)   The system according to claim 10, further comprising a printer at the point of sale for printing an incentive for the purchaser of the first item in response to the purchase of the first item and based upon the selected incentive data.

14.   (Canceled).

15.   (Previously Presented)   The system according to claim 10 wherein said means for selecting selects incentive data based upon a difference in price between said first item and said second item.

16.   (Currently amended)   A system, comprising:

storage means for storing incentive data;

means for selecting incentive data from said storage means depending upon (1) purchase of a first item, (2) a price of said first item, and (3) a price for a second item; and

~~The system of claim 10~~

wherein said first item and said second item are competitive items.

17.   (Currently Amended)   A computer implemented method comprising the steps of:

· storing incentive data;

selecting incentive data from said storage-means depending upon (1) purchase of a first item, (2) a price of said first item, and (3) a price for a second item; and

wherein said step of storing (1) stores first incentive data defining a first incentive associated with a purchase of a first item and (2) stores second incentive data defining a second incentive for purchase of said first item, and said step of selecting selects said first incentive data or said second incentive data, depending upon said price of said first item and said price of said second item.

18.   (Previously Presented)   A method according to claim 17 further comprising the step of providing an incentive based upon the selected incentive data to a purchaser of the first item.

19.   (Previously Presented)   The method according to claim 17 further comprising the step of printing from a printed an incentive based upon the selected incentive data.

20.   (Previously Presented)   The method according to claim 17 further comprising the step of printing from a printer at the point of sale an incentive for the purchaser of the first item in response to the purchase of the first item and based upon the selected incentive data.

21.   (Canceled).

22.   (Previously Presented)   The method according to claim 17 wherein said step of selecting selects incentive data based upon a difference in price between said first item and said second item.

23.   (Currently Amended)   A computer implemented method comprising the steps of:

storing incentive data;

selecting incentive data from said storage means depending upon (1) purchase of a first item, (2) a price of said first item, and (3) a price for a second item; and

~~The method of claim 17~~

wherein said first item and said second item are competitive items.

24.   (Canceled).